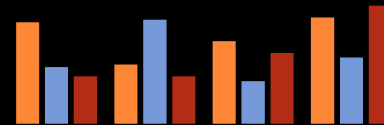
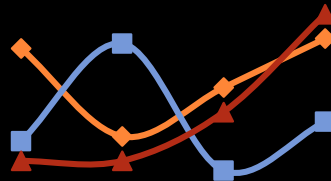
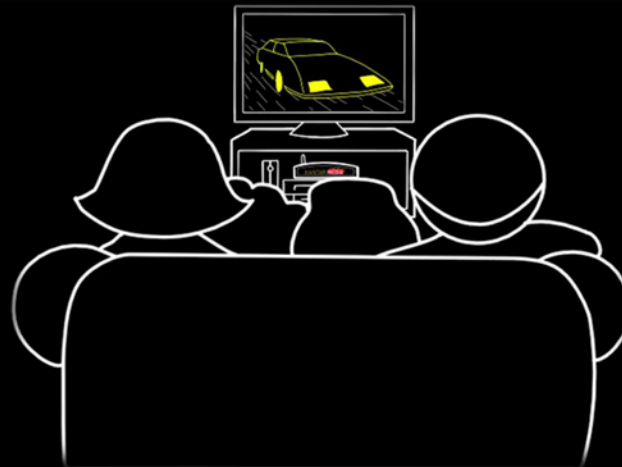


MEDIALOGIC MONTHLY REVIEW September 2016



medialogic **KANTAR MEDIA**

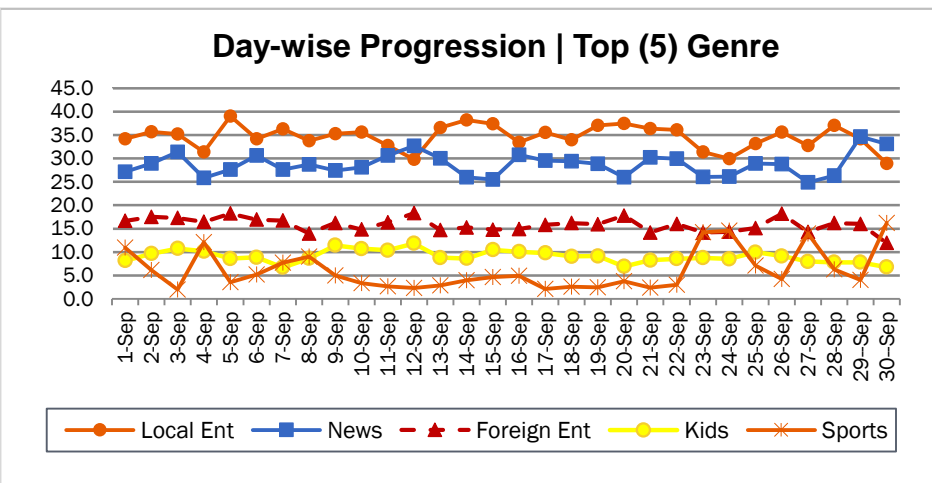
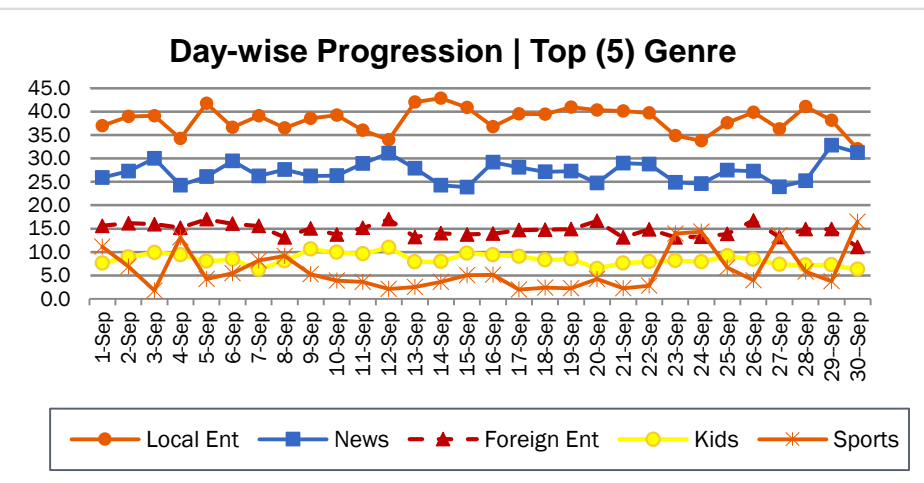
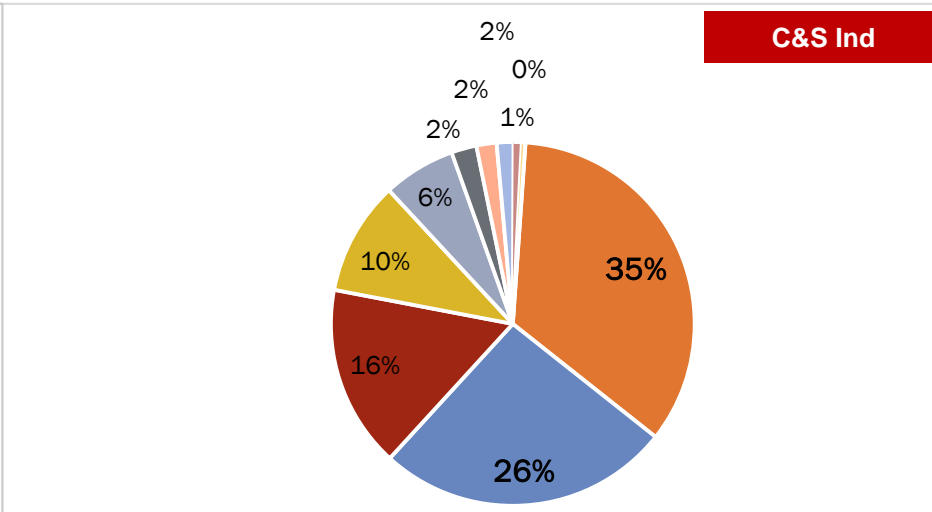
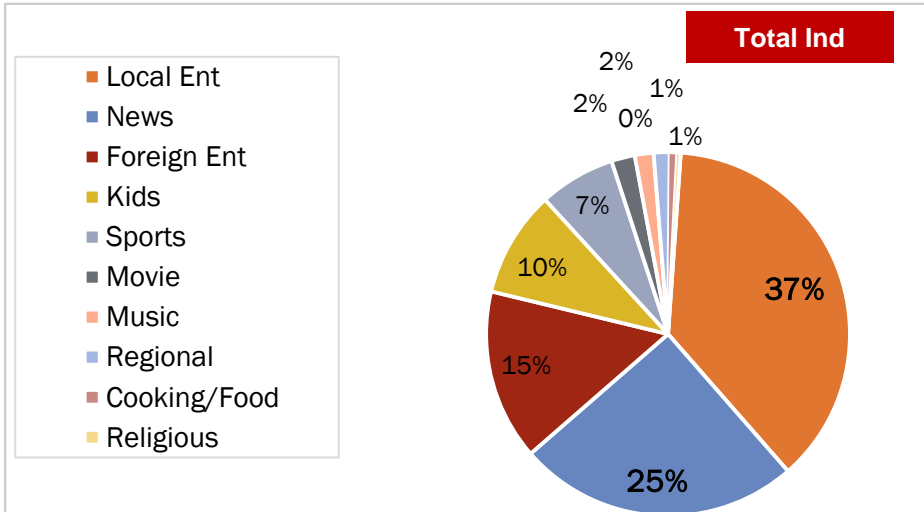
The Only Overnight TAM data providing Company in Pakistan.



CONTENTS

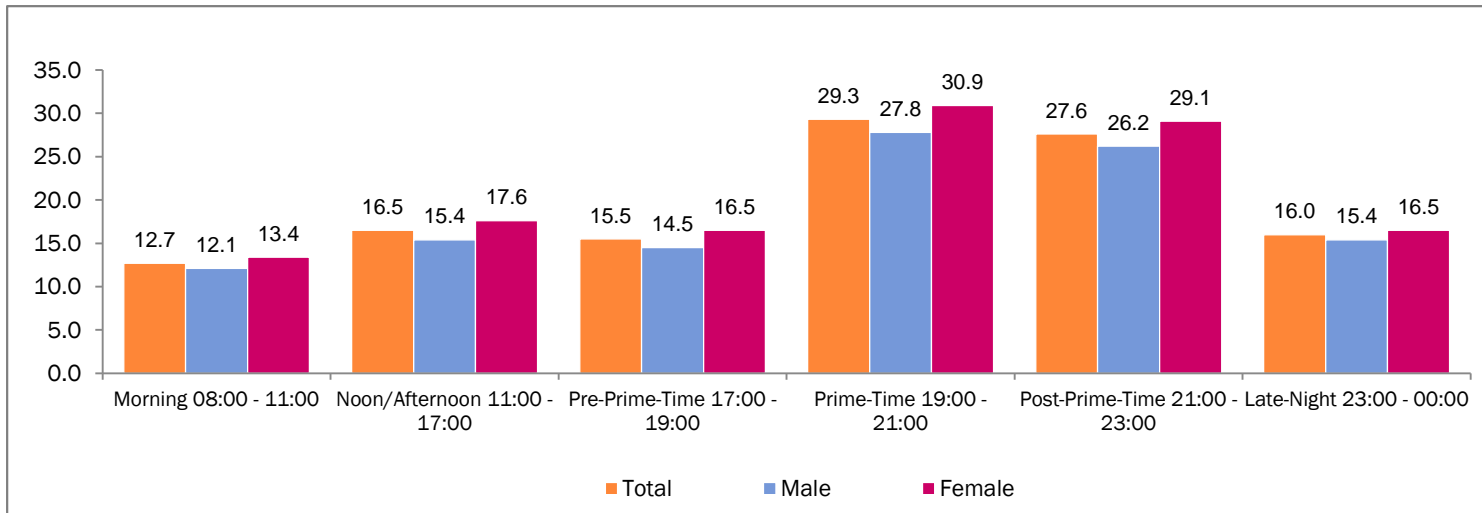
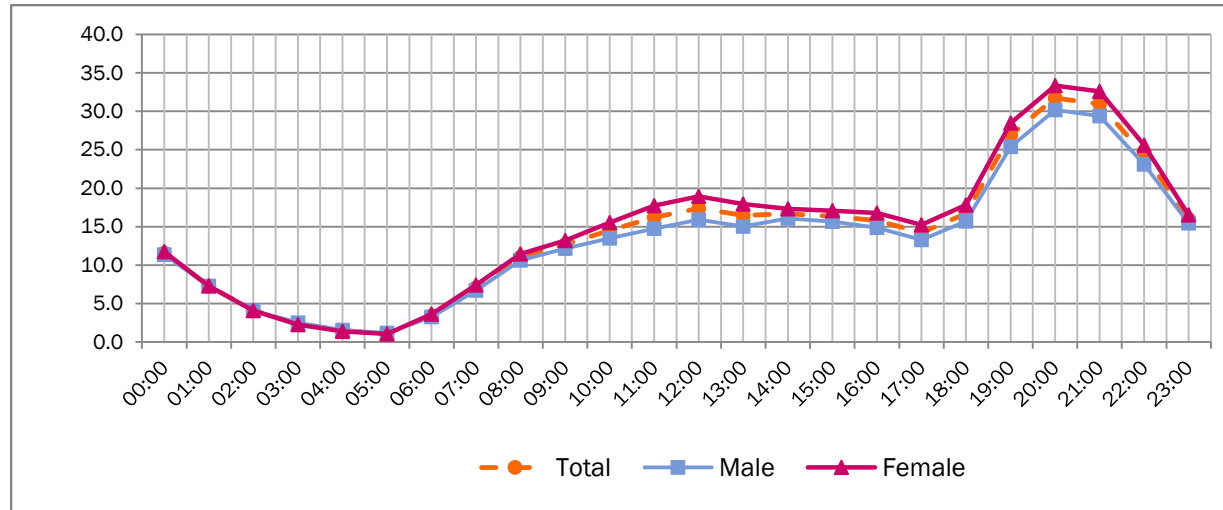
Ratings	Slide #		Slide #
○Market Share% By Genre	3		
○Time Band Utilization	4		
○Target Group Share Ratings	5	<i>CAT Comparison by Genre</i>	27
○Top 15 channel Overall C&S Total Ind	6	<i>Top 10 Categories</i>	28
○Channel-wise Breakup by Genre	10	<i>Top 10 Advertisers</i>	29
○Top programs C&S Total Ind	21	<i>Top 10 Brands</i>	30
○Top 10 Talk Shows	23	<i>Channel-wise Breakup By Genre</i>	31
○Top Infotainment Shows	24		
○Top Morning Shows	25		

MARKET SHARE% | BY GENRE

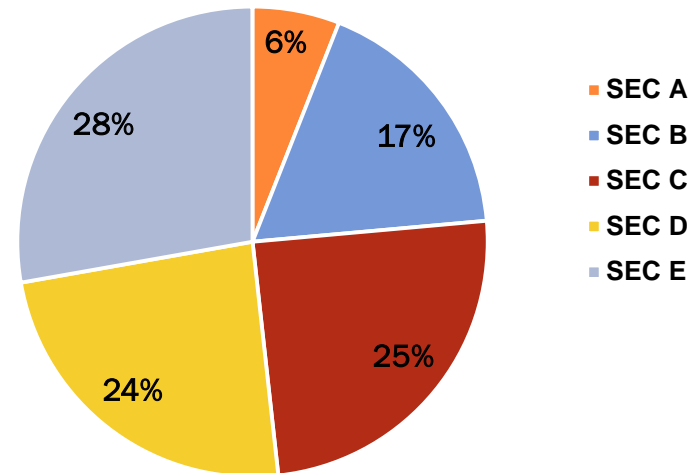
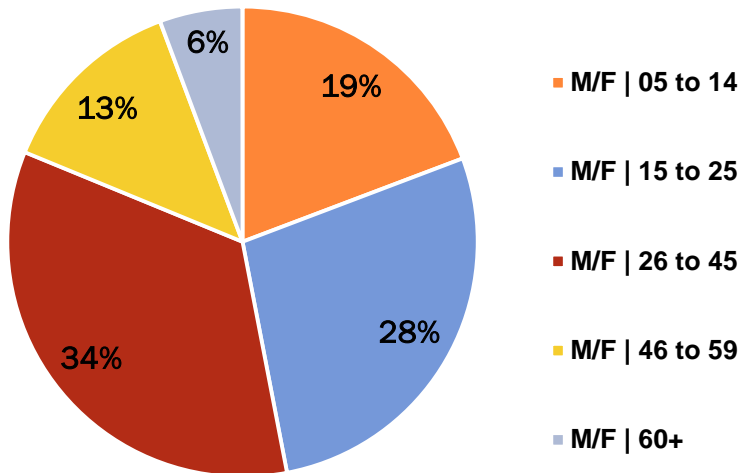


Genre-Wise market share is based on the total viewing of 90+ channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

TIME BANDS UTILIZATION



TARGET GROUP SHARE RATINGS



*TGSR is based on total usage (24 Hours avg ratings of all channels)

TOP 15 CHANNEL OVERALL | PAKISTAN TOTAL

ATV lead the overall top 15 channels charts on Total Ind followed by PTV HOME whereas Colors lead on C&S followed by ARY Digital.

Total Ind

September.16		
Rank	Channel Name	Ratings %
1	ATV	1.52
2	PTV HOME	1.14
3	COLORS	0.48
4	ARY DIGITAL	0.42
5	FILMAZIA	0.39
6	PTV SPORTS	0.39
7	HUM TV	0.34
8	GEO NEWS	0.29
9	DISNEY CHANNEL	0.28
10	SAMAA	0.27
11	PTV NEWS	0.24
12	GEO ENTERTAINMENT	0.21
13	URDU 1	0.21
14	ARY NEWS	0.21
15	TEN SPORTS	0.19

C&S Ind

September.16		
Rank	Channel Name	Ratings %
1	COLORS	0.68
2	ARY DIGITAL	0.60
3	FILMAZIA	0.56
4	HUM TV	0.48
5	GEO NEWS	0.42
6	DISNEY CHANNEL	0.40
7	SAMAA	0.39
8	GEO ENTERTAINMENT	0.30
9	URDU 1	0.30
10	ARY NEWS	0.30
11	TEN SPORTS	0.28
12	DUNYA NEWS	0.23
13	EXPRESS NEWS	0.23
14	PTV SPORTS	0.23
15	CARTOON NETWORK	0.22



TOP 15 CHANNEL OVERALL | PAKISTAN URBAN

Colors lead the overall top 15 channels charts on Total Ind and C&S Ind

Total Ind

September.16

Rank	Channel Name	Ratings %
1	COLORS	0.59
2	FILMAZIA	0.56
3	ARY DIGITAL	0.55
4	HUM TV	0.45
5	GEO NEWS	0.38
6	DISNEY CHANNEL	0.36
7	ATV	0.36
8	SAMAA	0.35
9	PTV HOME	0.33
10	URDU 1	0.31
11	PTV SPORTS	0.28
12	GEO ENTERTAINMENT	0.27
13	ARY NEWS	0.26
14	TEN SPORTS	0.25
15	GEO KAHANI	0.25

C&S Ind

September.16

Rank	Channel Name	Ratings %
1	COLORS	0.63
2	FILMAZIA	0.60
3	ARY DIGITAL	0.59
4	HUM TV	0.48
5	GEO NEWS	0.41
6	DISNEY CHANNEL	0.39
7	SAMAA	0.37
8	URDU 1	0.33
9	GEO ENTERTAINMENT	0.29
10	ARY NEWS	0.28
11	TEN SPORTS	0.27
12	GEO KAHANI	0.26
13	PTV SPORTS	0.25
14	A PLUS	0.25
15	EXPRESS NEWS	0.24



TOP 15 CHANNELS BY REGION | TOTAL IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isi	
Rank	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%
1	ATV	1.52	COLORS	0.59	COLORS	0.90	DISNEY CHANNEL	0.81	FILMAZIA	0.82	FILMAZIA	0.83
2	PTV HOME	1.14	FILMAZIA	0.56	ARY DIGITAL	0.73	COLORS	0.64	ATV	0.56	GEO KAHANI	0.74
3	COLORS	0.48	ARY DIGITAL	0.55	SAMAA	0.64	HUM TV	0.43	ARY DIGITAL	0.56	PTV HOME	0.74
4	ARY DIGITAL	0.42	HUM TV	0.45	HUM TV	0.55	GEO NEWS	0.41	PTV HOME	0.45	URDU 1	0.58
5	FILMAZIA	0.39	GEO NEWS	0.38	GEO NEWS	0.45	FILMAZIA	0.37	COLORS	0.44	ARY DIGITAL	0.45
6	PTV SPORTS	0.39	DISNEY CHANNEL	0.36	ARY NEWS	0.43	ARY DIGITAL	0.33	HUM TV	0.41	ATV	0.44
7	HUM TV	0.34	ATV	0.36	GEO ENT	0.42	DUNYA NEWS	0.29	DISNEY CHANNEL	0.38	A PLUS	0.33
8	GEO NEWS	0.29	SAMAA	0.35	TEN SPORTS	0.32	TEN SPORTS	0.28	A PLUS	0.38	NICKELODEON	0.32
9	DISNEY CHANNEL	0.28	PTV HOME	0.33	FILMAZIA	0.29	TV ONE	0.27	URDU 1	0.36	PTV SPORTS	0.29
10	SAMAA	0.27	URDU 1	0.31	URDU 1	0.26	PTV SPORTS	0.24	PTV SPORTS	0.36	PTV NEWS	0.29
11	PTV NEWS	0.24	PTV SPORTS	0.28	DAWN NEWS	0.26	ATV	0.22	GEO NEWS	0.34	GEO NEWS	0.28
12	GEO ENT	0.21	GEO ENT	0.27	POGO	0.25	EXPRESS NEWS	0.21	GEO KAHANI	0.29	HUM TV	0.27
13	URDU 1	0.21	ARY NEWS	0.26	EXPRESS NEWS	0.23	CARTOON NETWORK	0.19	SAMAA	0.29	AAJ ENT	0.27
14	ARY NEWS	0.21	TEN SPORTS	0.25	METRO 1 NEWS	0.21	POGO	0.18	CARTOON NETWORK	0.26	CARTOON NETWORK	0.23
15	TEN SPORTS	0.19	GEO KAHANI	0.25	PTV SPORTS	0.20	PTV HOME	0.18	EXPRESS NEWS	0.25	TV ONE	0.22

TOP 15 CHANNELS BY REGION | C&S IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isi	
Rank	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg %	Channel	Rtg %	Channel	Rtg %
1	COLORS	0.68	COLORS	0.63	COLORS	0.92	DISNEY CHANNEL	0.83	FILMAZIA	0.92	FILMAZIA	0.98
2	ARY DIGITAL	0.60	FILMAZIA	0.60	ARY DIGITAL	0.74	COLORS	0.66	ARY DIGITAL	0.63	GEO KAHANI	0.87
3	FILMAZIA	0.56	ARY DIGITAL	0.59	SAMAA	0.65	HUM TV	0.44	COLORS	0.50	URDU 1	0.69
4	HUM TV	0.48	HUM TV	0.48	HUM TV	0.56	GEO NEWS	0.42	HUM TV	0.47	ARY DIGITAL	0.54
5	GEO NEWS	0.42	GEO NEWS	0.41	GEO NEWS	0.45	FILMAZIA	0.38	DISNEY CHANNEL	0.43	A PLUS	0.39
6	DISNEY CHANNEL	0.40	DISNEY CHANNEL	0.39	ARY NEWS	0.44	ARY DIGITAL	0.34	A PLUS	0.42	NICKELODEON	0.38
7	SAMAA	0.39	SAMAA	0.37	GEO ENT	0.43	DUNYA NEWS	0.29	URDU 1	0.40	GEO NEWS	0.33
8	GEO ENT	0.30	URDU 1	0.33	TEN SPORTS	0.32	TEN SPORTS	0.29	GEO NEWS	0.38	HUM TV	0.32
9	URDU 1	0.30	GEO ENT	0.29	FILMAZIA	0.30	TV ONE	0.27	GEO KAHANI	0.33	AAJ ENT	0.32
10	ARY NEWS	0.30	ARY NEWS	0.28	URDU 1	0.26	PTV SPORTS	0.22	SAMAA	0.32	CARTOON NETWORK	0.27
11	TEN SPORTS	0.28	TEN SPORTS	0.27	DAWN NEWS	0.26	EXPRESS NEWS	0.22	PTV SPORTS	0.31	TV ONE	0.26
12	DUNYA NEWS	0.23	GEO KAHANI	0.26	POGO	0.26	CARTOON NETWORK	0.20	CARTOON NETWORK	0.29	EXPRESS ENT	0.26
13	EXPRESS NEWS	0.23	PTV SPORTS	0.25	EXPRESS NEWS	0.24	POGO	0.19	EXPRESS NEWS	0.28	GEO ENT	0.26
14	PTV SPORTS	0.23	A PLUS	0.25	METRO 1 NEWS	0.21	ABB TAKK	0.18	ARY NEWS	0.26	PTV SPORTS	0.21
15	CARTOON NETWORK	0.22	EXPRESS NEWS	0.24	PTV SPORTS	0.21	URDU 1	0.18	DUNYA NEWS	0.24	DAWN NEWS	0.20

ENTERTAINMENT CHANNELS – 24 HOURS

Colors is Leading on both Total and C&S Ind.

Total Ind			C&S Ind		
September.16			September.16		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	COLORS	0.59	1	COLORS	0.63
2	FILMAZIA	0.56	2	FILMAZIA	0.60
3	ARY DIGITAL	0.55	3	ARY DIGITAL	0.59
4	HUM TV	0.45	4	HUM TV	0.48
5	ATV	0.36	5	URDU 1	0.33
6	PTV HOME	0.33	6	GEO ENTERTAINMENT	0.29
7	URDU 1	0.31	7	GEO KAHANI	0.26
8	GEO ENTERTAINMENT	0.27	8	A PLUS	0.25
9	GEO KAHANI	0.25	9	TV ONE	0.18
10	A PLUS	0.23	10	EXPRESS ENTERTAINMENT	0.15

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

Filmazia is leading on Prime Time followed by Colors on Total and C&S Ind

Total Ind			C&S Ind		
September.16			September.16		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	FILMAZIA	1.80	1	FILMAZIA	1.94
2	COLORS	1.78	2	COLORS	1.91
3	HUM TV	1.41	3	HUM TV	1.52
4	ARY DIGITAL	1.38	4	ARY DIGITAL	1.48
5	ATV	0.90	5	URDU 1	0.92
6	URDU 1	0.86	6	GEO ENTERTAINMENT	0.83
7	PTV HOME	0.83	7	GEO KAHANI	0.79
8	GEO ENTERTAINMENT	0.78	8	A PLUS	0.66
9	GEO KAHANI	0.73	9	TV ONE	0.38
10	A PLUS	0.62	10	EXPRESS ENTERTAINMENT	0.35

TOP NEWS CHANNELS - 24 HOURS

GEO News is on top followed by Samaa on both Total and C&S Individuals.

Total Ind		
September-16		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.38
2	SAMAA	0.35
3	ARY NEWS	0.26
4	EXPRESS NEWS	0.23
5	DUNYA NEWS	0.21
6	DAWN NEWS	0.13
7	ABB TAKK	0.13
8	AAJ NEWS	0.12
9	NINETY 2 NEWS	0.12
10	NEO TV	0.11

C&S Ind		
September-16		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.41
2	SAMAA	0.37
3	ARY NEWS	0.28
4	EXPRESS NEWS	0.24
5	DUNYA NEWS	0.22
6	DAWN NEWS	0.14
7	ABB TAKK	0.13
8	AAJ NEWS	0.13
9	NINETY 2 NEWS	0.13
10	NEO TV	0.11



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

GEO News is on top during prime time followed by Samaa.

Total Ind

September-16

Rank	Channel Name	Ratings%
1	GEO NEWS	0.81
2	SAMAA	0.61
3	ARY NEWS	0.45
4	EXPRESS NEWS	0.45
5	DUNYA NEWS	0.44
6	AAJ NEWS	0.24
7	DAWN NEWS	0.21
8	NINETY 2 NEWS	0.21
9	ABB TAKK	0.19
10	NEO TV	0.15

C&S Ind

September-16

Rank	Channel Name	Ratings%
1	GEO NEWS	0.87
2	SAMAA	0.65
3	ARY NEWS	0.49
4	EXPRESS NEWS	0.48
5	DUNYA NEWS	0.47
6	AAJ NEWS	0.25
7	DAWN NEWS	0.23
8	NINETY 2 NEWS	0.22
9	ABB TAKK	0.21
10	NEO TV	0.16



MUSIC CHANNELS

September | 2016

Rank	Channel Name	TRPs	Relative Share%
1	8XM	174	61%
2	JALWA	96	34%
3	ARY MUSIK	13	5%
4	VIBE TV	1	0%
....	Grand Total	283	100%

8XM*

Captures the 1st position as the most watched music channel with 61% share in music Genre

8XM is leading the genre with significant lead.....



Total Ind			
September-16			
Rank	Channel Name	TRPs	Relative Shr%
1	PTV SPORTS	555	63%
2	TEN SPORTS	278	32%
3	GEO SUPER	49	6%
	Grand Total	882	100%

C&S Ind			
September-16			
Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	397	50%
2	PTV SPORTS	332	42%
3	GEO SUPER	70	9%
	Grand Total	799	100%

PTV SPORTS is leading on Total Ind and TEN SPORTS on C&S Ind



Total Ind

September.16

Rank	Channel Name	TRPs	Relative Share%
1	PTV SPORTS	401	48%
2	TEN SPORTS	361	44%
3	GEO SUPER	66	8%

September.16

C&S Ind

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	387	48%
2	PTV SPORTS	355	44%
3	GEO SUPER	71	9%

PTV SPORTS is leading on Total Ind and TEN SPORTS on C&S Ind

SPORTS

Movie Channels

Film World captures 1st Position on 24 hours and prime time

24 Hours | C&S Ind

Sept.16

Rank	Channel Name	Ratings%
1	FILM WORLD	0.08
2	HBO	0.05
3	FILMAX	0.04
4	STAR MOVIES	0.02
5	RAAVI TV	0.02
6	WB	0.01
7	SILVER SCREEN	0.01
8	STAR LITE TV	0.00

Prime Time | 20.00-00.00 | C&S Ind

Sept.16

Rank	Channel Name	Ratings%
1	FILM WORLD	0.13
2	HBO	0.09
3	FILMAX	0.08
4	RAAVI TV	0.05
5	STAR MOVIES	0.04
6	WB	0.02
7	SILVER SCREEN	0.02
8	STAR LITE TV	0.00

FOOD CHANNELS



Masala tops the chart with 104 TRPs during the month of September

C&S Ind

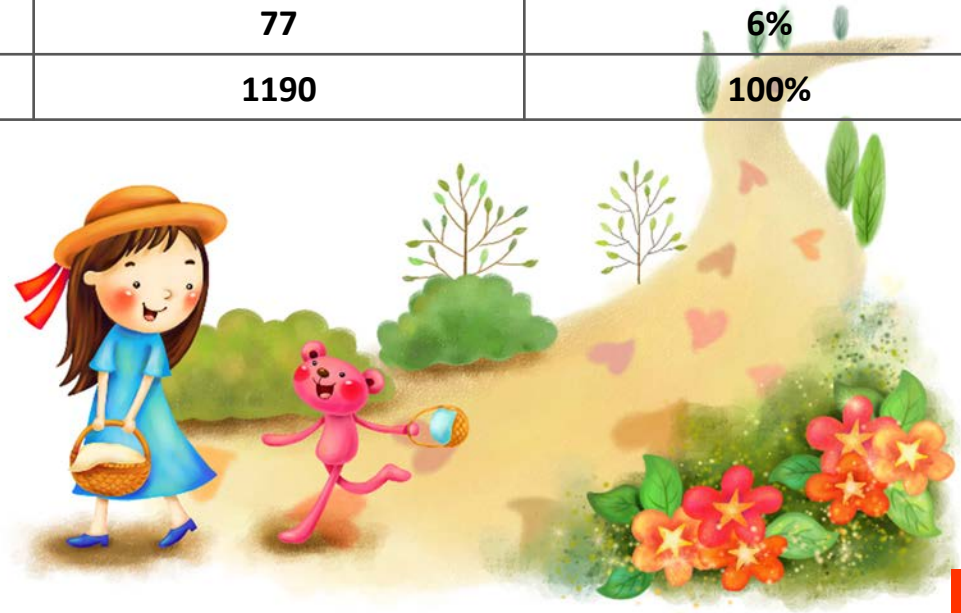
September-16

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	104	96%
2	ZAIQA	4	4%
..	Grand Total	108	100%



Disney Channel Holds 47% Of Kids Channels Viewership

C&S Ind			
September-16			
Rank	Channel	TRPs	Relative Share%
1	DISNEY CHANNEL	555	47%
2	CARTOON NETWORK	327	28%
3	POGO	230	19%
4	NICKELODEON	77	6%
....	Grand Total	1190	100%



TOP REGIONAL C&S IND | TIME BAND 18:00 – 23:00

	PAK URBAN		URBAN PUNJAB		URBAN SINDH		URBAN KP		URBAN BALUCHISTAN	
Rank	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%
1	APNA CHANNEL	0.045	APNA CHANNEL	0.073	KTN	0.090	ARUJ TV	0.243	PTV BOLAN	0.625
2	KTN	0.037	KAY2	0.010	KASHISH	0.047	AVT KHYBER	0.241	PASHTO 1	0.048
3	ARUJ TV	0.022	ARUJ TV	0.006	KTN NEWS	0.039	PTV NATIONAL	0.047	VSH NEWS	0.041
4	KASHISH	0.020	AVT KHYBER	0.005	SINDH TV	0.028	PASHTO 1	0.027	ARUJ TV	0.029
5	AVT KHYBER	0.019	PTV NATIONAL	0.004	SINDH TV NEWS	0.024	AVT KHYBER NEWS	0.026	WASEB	0.026
6	KTN NEWS	0.016	WASEB	0.003	APNA CHANNEL	0.016	APNA CHANNEL	0.012	AWAZ	0.021
7	SINDH TV	0.012	PASHTO 1	0.002	AWAZ	0.013	KASHISH	0.003	AVT KHYBER	0.021
8	SINDH TV NEWS	0.010	AVT KHYBER NEWS	0.001	ARUJ TV	0.007	KAY2	0.002	SINDH TV	0.010
9	PTV BOLAN	0.009	KASHISH	0.001	VSH NEWS	0.005	KTN NEWS	0.001	KASHISH	0.007
10	KAY2	0.006	SINDH TV	0.001	PTV NATIONAL	0.003	SINDH TV	0.001	PTV NATIONAL	0.006
11	PTV NATIONAL	0.006	VSH NEWS	0.001	KAY2	0.003	WASEB	0.001	AVT KHYBER NEWS	0.005
12	AWAZ	0.006	KTN	0.000	AVT KHYBER	0.002	PTV BOLAN	0.000	APNA CHANNEL	0.004
13	PASHTO 1	0.003	KTN NEWS	0.000	WASEB	0.001	VSH NEWS	0.000	KTN	0.003
14	VSH NEWS	0.003	PTV BOLAN	0.000	AVT KHYBER NEWS	0.001	SINDH TV NEWS	0.000	KAY2	0.001
15	AVT KHYBER NEWS	0.003	AWAZ	0.000	PASHTO 1	0.001	KTN	0.000	KTN NEWS	0.000
16	WASEB	0.002	SINDH TV NEWS	0.000	PTV BOLAN	0.000	AWAZ	0.000	SINDH TV NEWS	0.000

TOP PROGRAMS | OVERALL

ARY DIGITAL's Dil Lagi hits 6.08 ratings on Total Ind on 10th September

Top Programs | Total Individuals

September.16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	10-Sep-16	ARY DIGITAL	Dil Lagi	6.08	2,801	15.80
2	5-Sep-16	HUM TV	Mann Mayal	6.06	2,793	16.70
3	25-Sep-16	HUM TV	Udaari	5.86	2,698	16.70
4	20-Sep-16	FILMAZIA	Qasam	5.56	2,559	14.90
5	20-Sep-16	FILMAZIA	Thapki Pyaar Ki	4.36	2,008	12.70
6	6-Sep-16	ARY DIGITAL	Besharam	3.26	1,501	8.40
7	10-Sep-16	FILMAZIA	Kawach (Kali Taqaton Se)	3.23	1,486	9.30
8	5-Sep-16	FILMAZIA	Nagin	3.22	1,482	12.20
9	12-Sep-16	HUM TV	Sanam	3.19	1,468	8.00
10	30-Sep-16	GEO ENTERTAINMENT	Noor Zindagi	3.14	1,447	8.70

*Top programs ranking is based on highest rated episode of each program during the reporting period

TOP PROGRAMS | C & S

ARY DIGITAL's Dil Lagi hits 6.52 ratings on C&S Ind on 10th September

Top Programs | C&S Individuals

September.16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	10-Sep-16	ARY DIGITAL	Dil Lagi	6.52	2,801	17.10
2	5-Sep-16	HUM TV	Mann Mayal	6.50	2,793	18.20
3	25-Sep-16	HUM TV	Udaari	6.28	2,698	17.80
4	20-Sep-16	FILMAZIA	Qasam	5.96	2,559	15.70
5	20-Sep-16	FILMAZIA	Thapki Pyaar Ki	4.68	2,008	13.60
6	6-Sep-16	ARY DIGITAL	Besharam	3.49	1,501	8.90
7	10-Sep-16	FILMAZIA	Kawach (Kali Taqaton Se)	3.46	1,486	9.90
8	5-Sep-16	FILMAZIA	Nagin	3.45	1,482	12.70
9	12-Sep-16	HUM TV	Sanam	3.42	1,468	8.50
10	30-Sep-16	GEO ENTERTAINMENT	Noor Zindagi	3.37	1,447	9.40

Current Affairs Talk Shows | C&S Ind

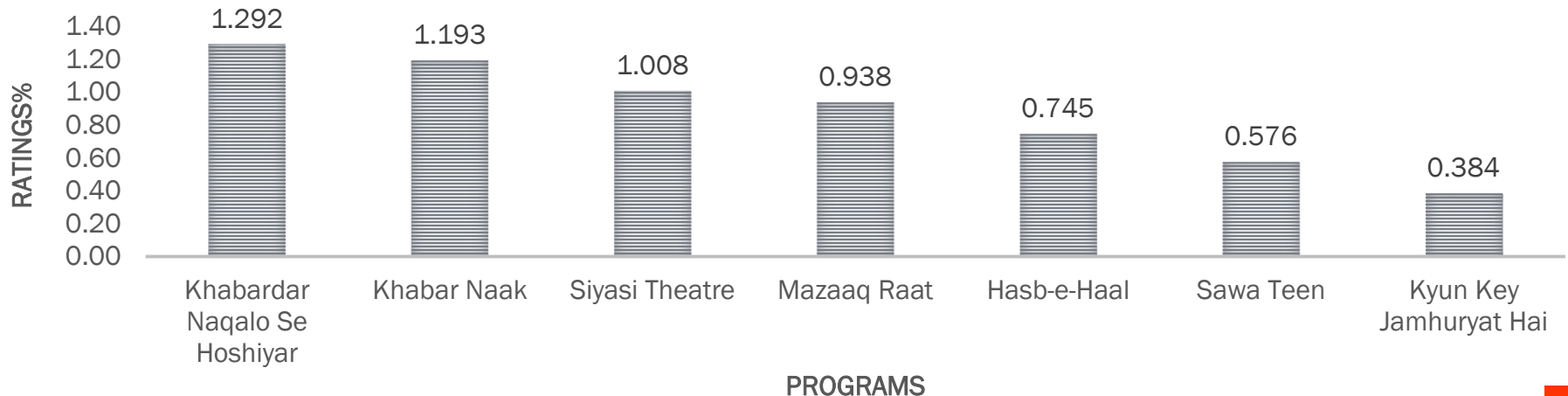
Sep.16						
Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share%
1	29.Sep.16	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	1.54	660	6
2	29.Sep.16	SAMAA	Awaz	1.22	522	4.5
3	08.Sep.16	DUNYA NEWS	On The Front	1.17	502	3.2
4	21.Sep.16	SAMAA	Nadeem Malik Live	1.12	481	3.3
5	29.Sep.16	ARY NEWS	Live With Dr Shahid Masood	1.11	477	4.1
6	29.Sep.16	GEO NEWS	Capital Talk	1.11	476	2.9
7	04.Sep.16	SAMAA	News Beat	1.01	432	3.8
8	06.Sep.16	EXPRESS NEWS	Takrar	0.95	407	2.5
9	29.Sep.16	ARY NEWS	11th Hour	0.91	390	4.9
10	26.Sep.16	ARY NEWS	Off The Record	0.90	386	2.1

INFOTAINMENT SHOWS

Express News' Khabardar Naqalo Se Hoshiyar is on top followed by Geo News' Khabar Naak

Infotainment Shows

Date	Channel	Title	Rtg%	Rtg(000)	Market Share%
16/09/2016	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	1.292	554.807	6.420
29/09/2016	GEO NEWS	Khabar Naak	1.193	512.530	6.265
14/09/2016	EXPRESS NEWS	Siyasi Theatre	1.008	432.841	3.257
12/09/2016	DUNYA NEWS	Mazaaq Raat	0.938	402.641	3.365
12/09/2016	DUNYA NEWS	Hasb-e-Haal	0.745	319.973	3.423
24/09/2016	NEO TV	Sawa Teen	0.576	247.575	3.486
09/09/2016	CHANNEL24	Kyun Key Jamhuryat Hai	0.384	164.764	2.032



Ranking of shows is based on highest rated show during the reporting period.

MORNING SHOWS / FEMALE 15-45 ALL

ARY DIGITAL's "Good Morning Pakistan" is leading on Females 15 - 45 all followed by ATV's "Mehakti Morning"

Rank	Time Slot	Days	Channel	ProgramName	Host	R %	R T	MS
1	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.81	110	5.0
2	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.65	88	4.1
3	09:00-11:00	Mon - Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.51	69	3.2
4	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.50	68	3.2
5	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.43	58	2.7
6	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.43	58	2.7
7	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.38	52	2.4
8	09:00-11:00	Mon - Fri	GEO NEWS	GEO Pakistan	Huma Amir Shah	0.37	50	2.3
9	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.24	33	1.5
10	09:00-11:00	Mon - Fri	A PLUS	Jago Jago Subha Hui	Saira Kabeer	0.21	28	1.3
11	09:00-11:00	Mon - Fri	A PLUS	Ek Nayee Subha	Farah Saadya	0.21	28	1.3
12	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.20	27	1.3
13	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.16	22	1.0
14	09:00-11:00	Mon - Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.14	18	0.9
15	09:00-11:00	Mon - Fri	PTV NEWS	Subha Nau	Nusrat Harris	0.11	15	0.7
16	09:00-11:00	Mon - Fri	ABB TAK	News Café	Faheem Abbas	0.08	11	0.5
17	09:00-11:00	Mon - Fri	METRO ONE NEWS	Morning Delight	Dr. Rafia Rafiq	0.05	7	0.3
18	10:00-12:00	Mon - Fri	SUCH TV	Such Savera	Madiha Dawood	0.00	1	0.0

Ranking of morning shows is based on average ratings of the show for the reporting month.

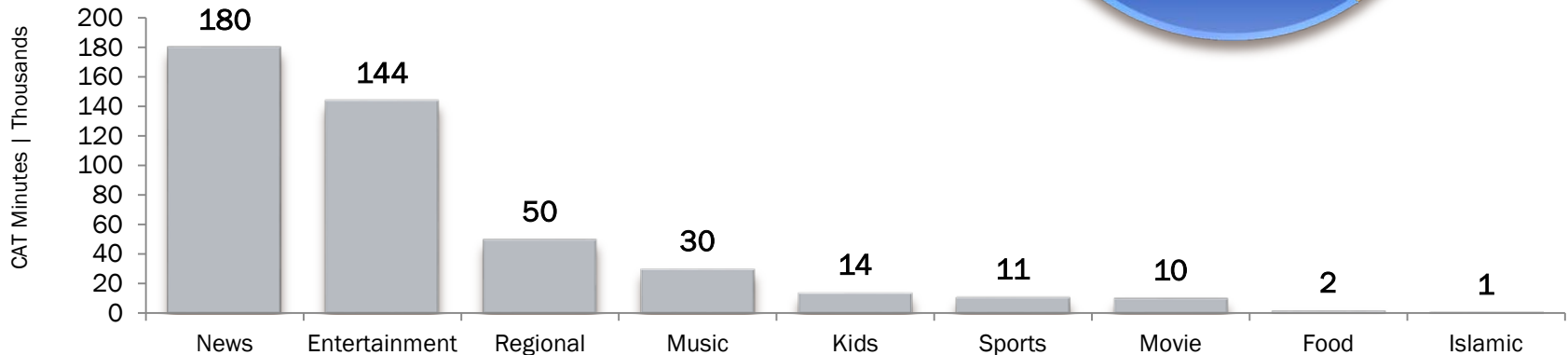
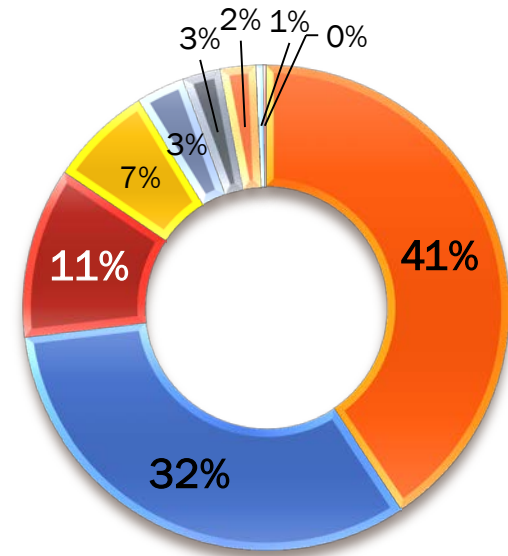
MORNING SHOWS | FEMALE 15-45 C&S

ARY DIGITAL's "Good Morning Pakistan" leading on Females 15 - 45 C&S followed by TV One's "Aap Ka Sahir"

Rank	Time Slot	Days	Channel	ProgramName	Host	R %	R T	MS
1	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.89	110	5.5
2	09:00-11:00	Mon - Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.55	69	3.5
3	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.54	68	3.4
4	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.47	58	3.0
5	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.42	52	2.6
6	09:00-11:00	Mon - Fri	GEO NEWS	GEO Pakistan	Huma Amir Shah	0.40	50	2.5
7	09:00-11.30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.26	33	1.7
8	09:00-11:00	Mon - Fri	A PLUS	Jago Jago Subha Hui	Saira Kabeer	0.23	28	1.4
9	09:00-11.00	Mon -Fri	A PLUS	Ek Nayee Subha	Farah Saadya	0.23	28	1.4
10	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.22	27	1.4
11	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.18	22	1.1
12	09:00-11:00	Mon - Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.15	18	0.9
13	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.14	18	0.9
14	09:00-11:00	Mon - Fri	ABB TAK	News Café	Faheem Abbas	0.09	11	0.5
15	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.08	9	0.5
16	09:00-11:00	Mon - Fri	METRO ONE NEWS	Morning Delight	Dr. Rafia Rafiq	0.05	7	0.3
17	09:00-11:00	Mon - Fri	PTV NEWS	Subha Nau	Nusrat Harris	0.02	2	0.1
18	10:00-12:00	Mon - Fri	SUCH TV	Such Savera	Madiha Dawood	0.01	1	0.1

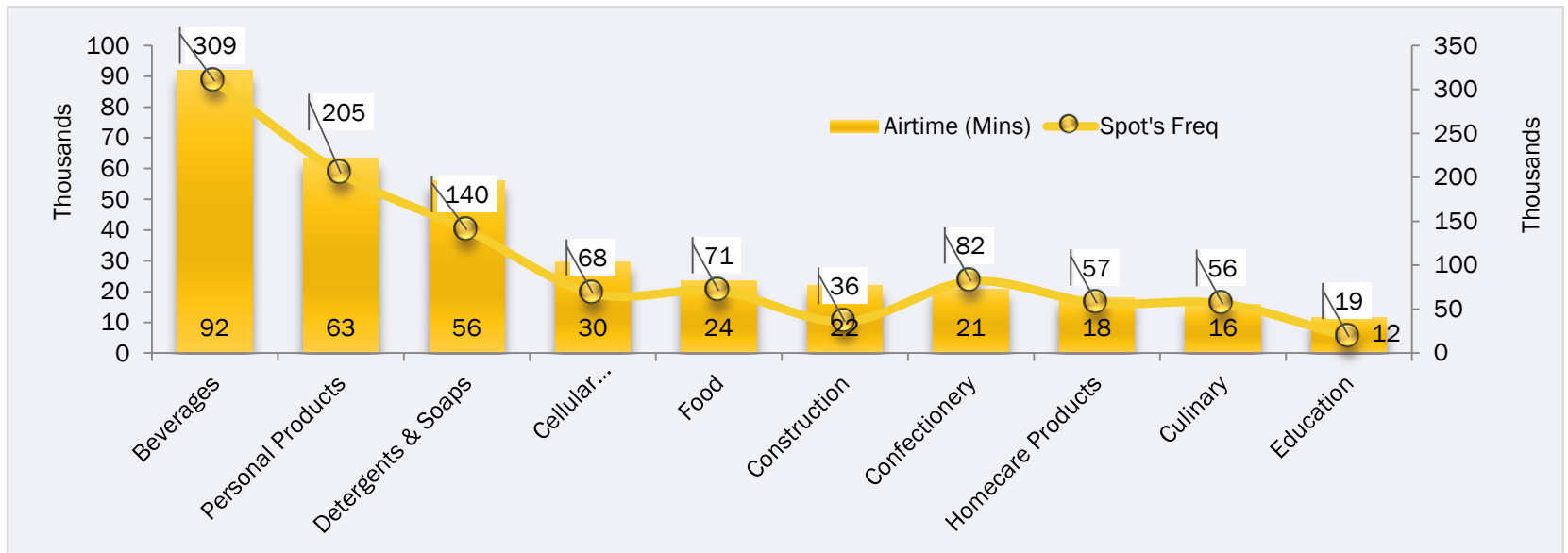
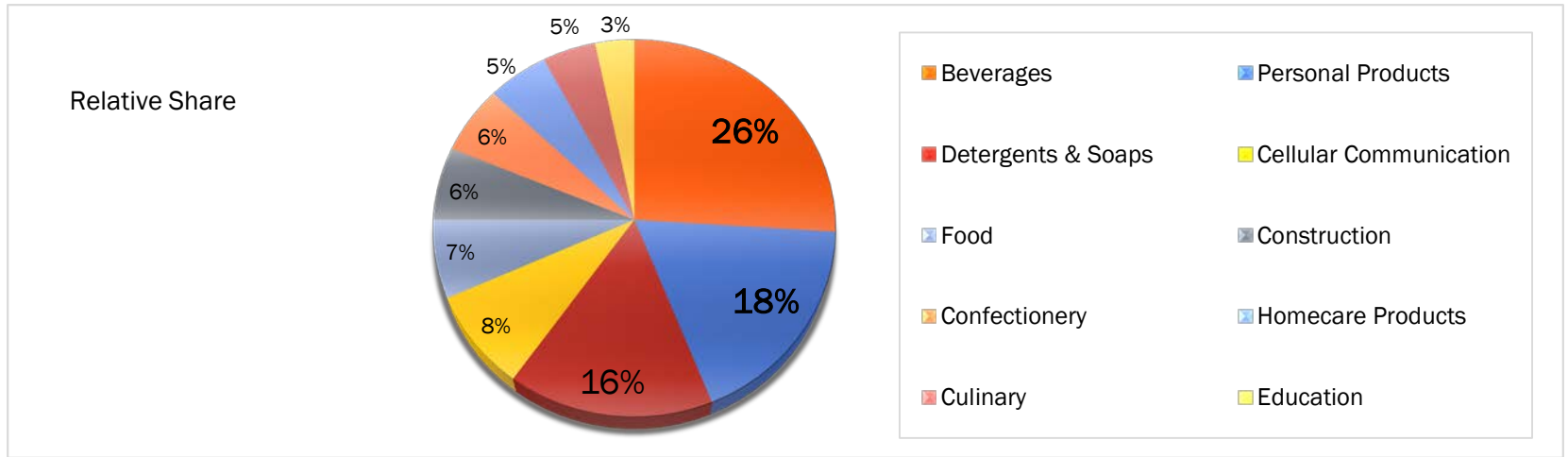
COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%



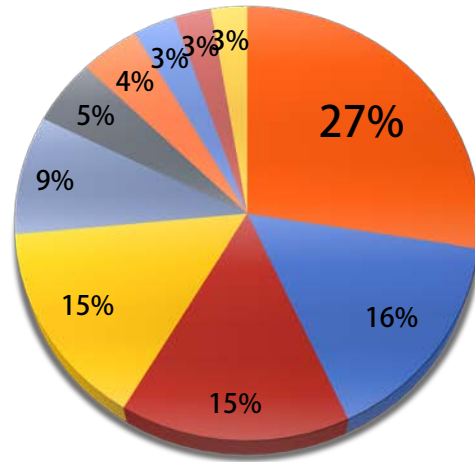
Highest CAT Share Going To News Channels

TOP 10 CATEGORIES

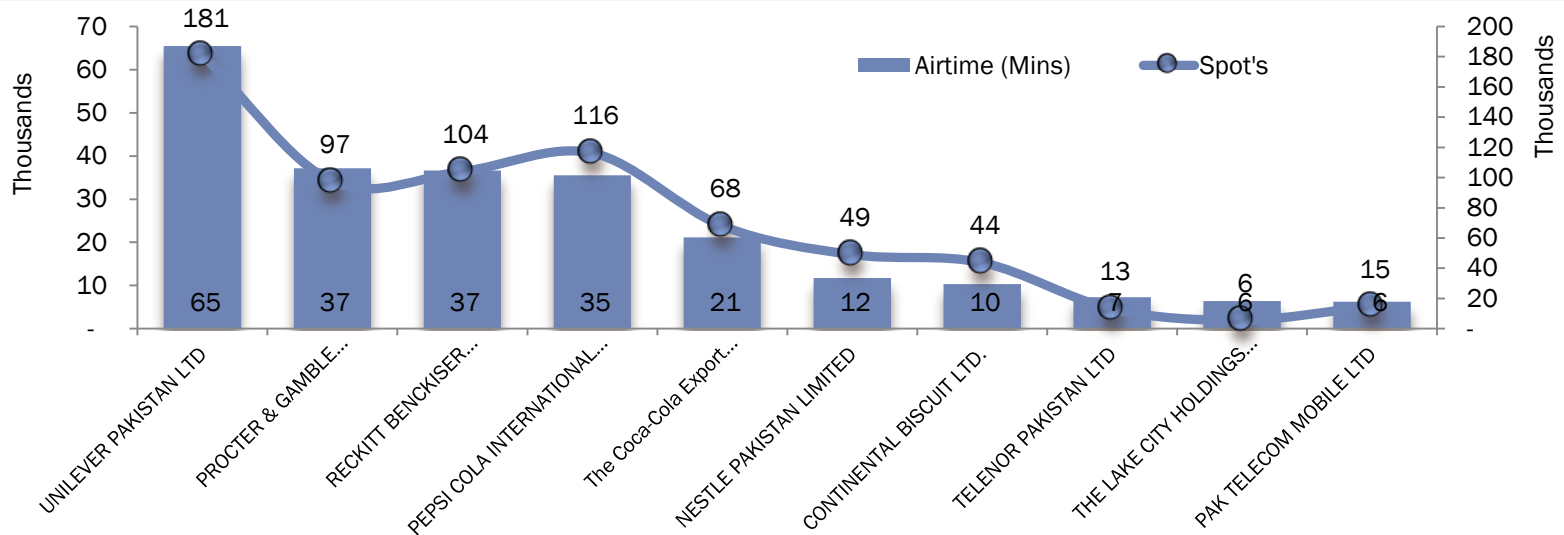


TOP 10 ADVERTISERS | IN TERMS OF CAT

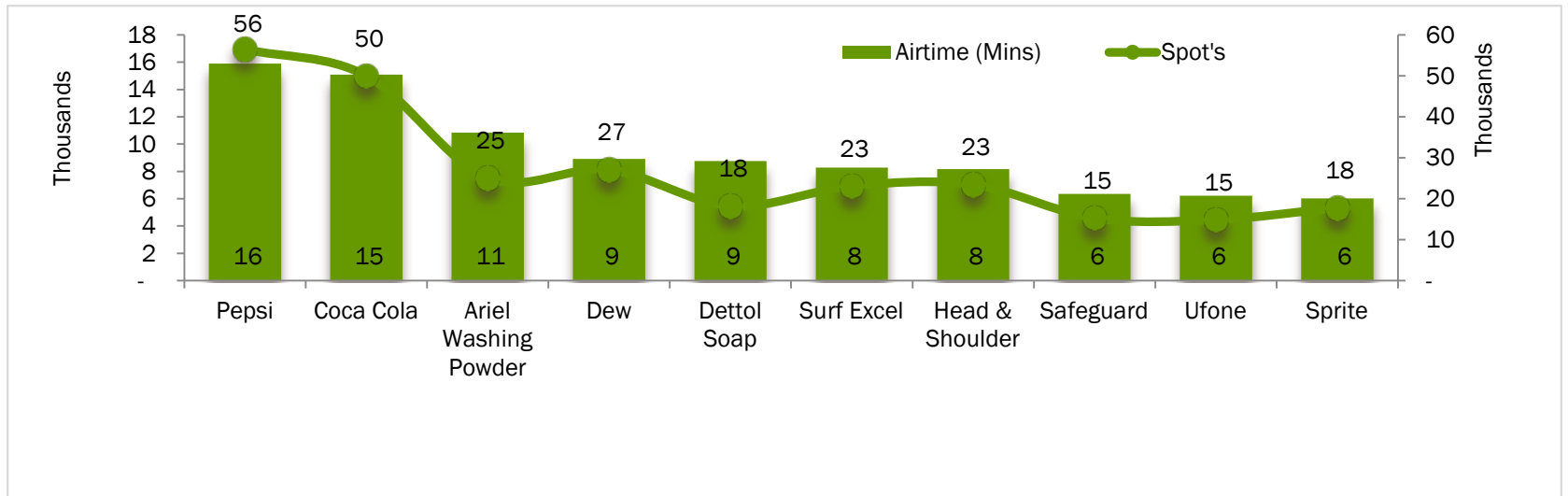
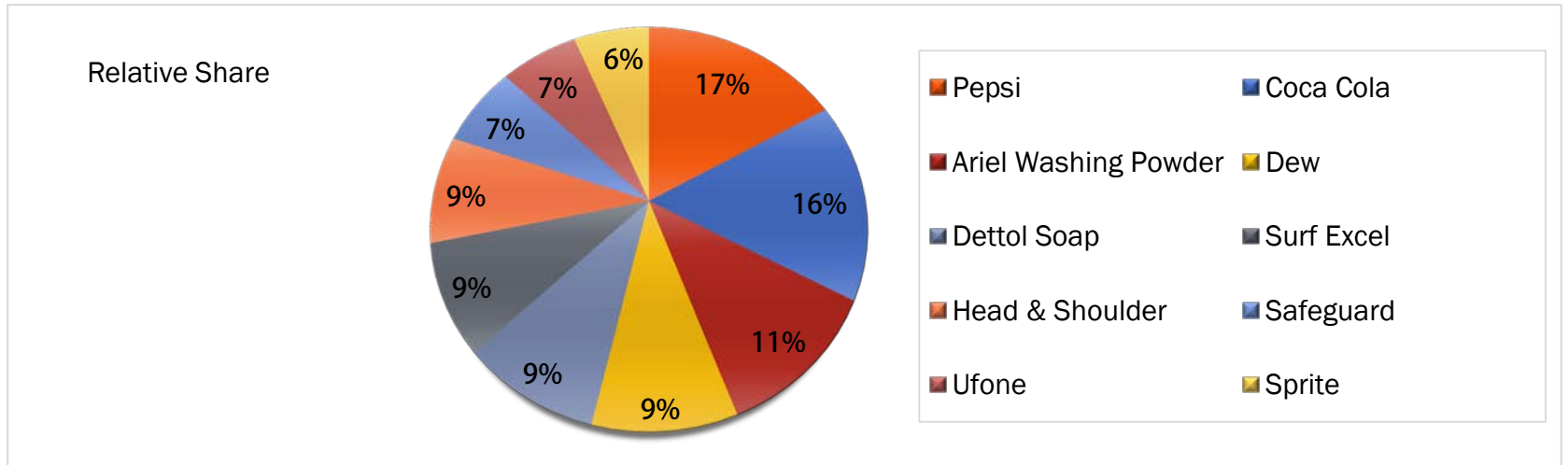
Relative Share



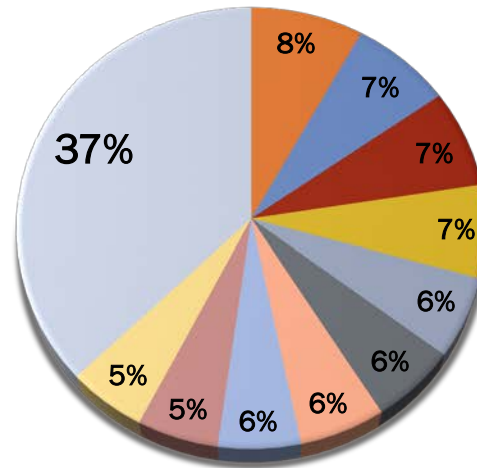
- UNILEVER PAKISTAN LTD
- PROCTER & GAMBLE PAKISTAN LTD
- RECKITT BENCKISER PAKISTAN LTD.
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- The Coca-Cola Export Corporation
- NESTLE PAKISTAN LIMITED
- CONTINENTAL BISCUIT LTD.
- TELENOR PAKISTAN LTD
- THE LAKE CITY HOLDINGS (PVT.) LTD.
- PAK TELECOM MOBILE LTD



TOP 10 BRANDS

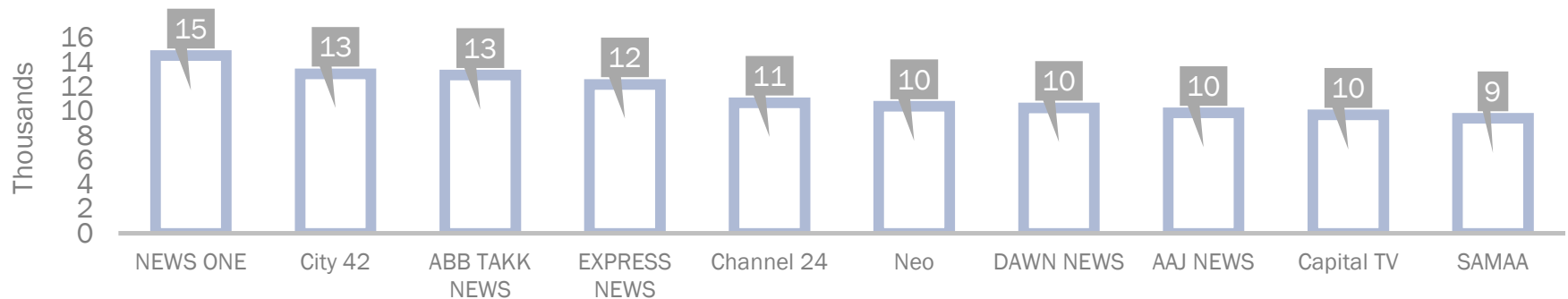


Relative Share



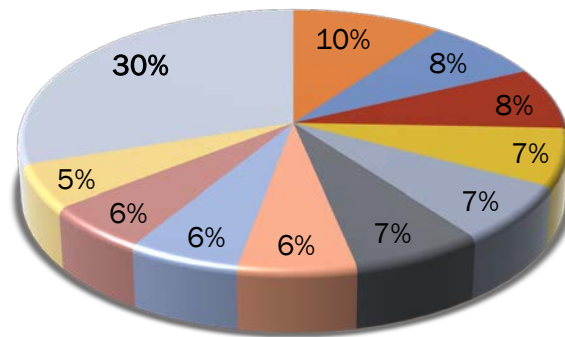
- NEWS ONE
- City 42
- ABB TAKK NEWS
- EXPRESS NEWS
- Channel 24
- Neo
- DAWN NEWS
- AAJ NEWS
- Capital TV
- SAMAA
- Others

CAT Minutes In Thousands



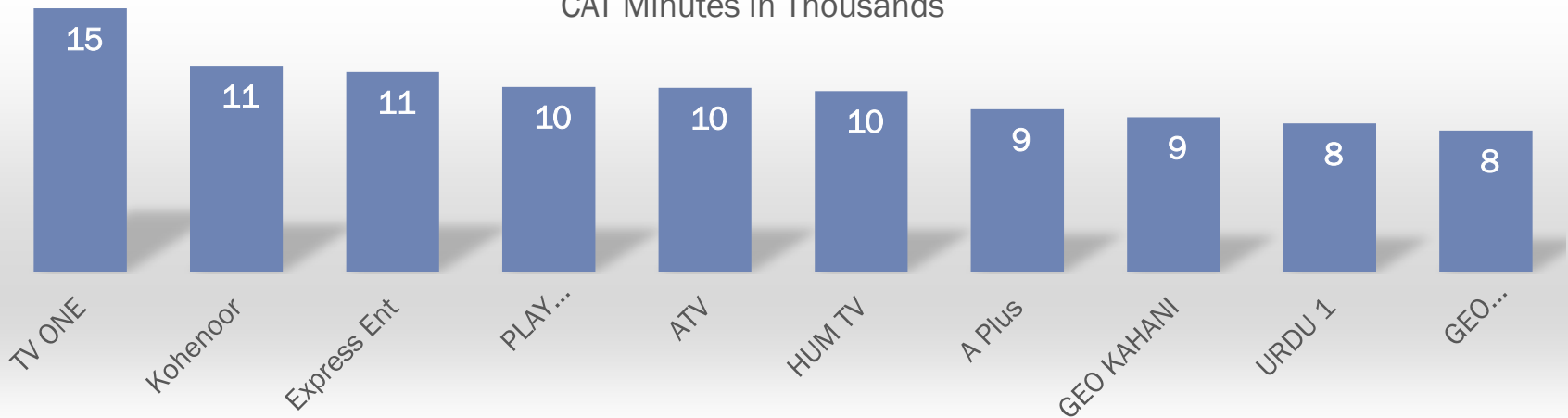
ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share



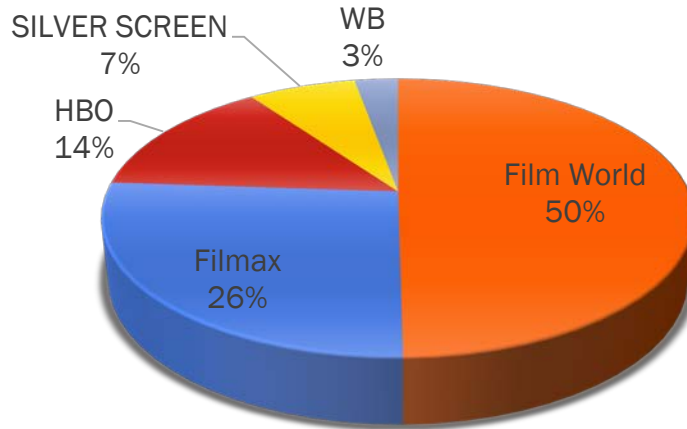
- TV ONE
- Kohenoor
- Express Ent
- PLAY ENTERTAINMENT
- ATV
- HUM TV
- A Plus
- GEO KAHANI
- URDU 1
- GEO ENTERTAINMENT
- Others

CAT Minutes In Thousands

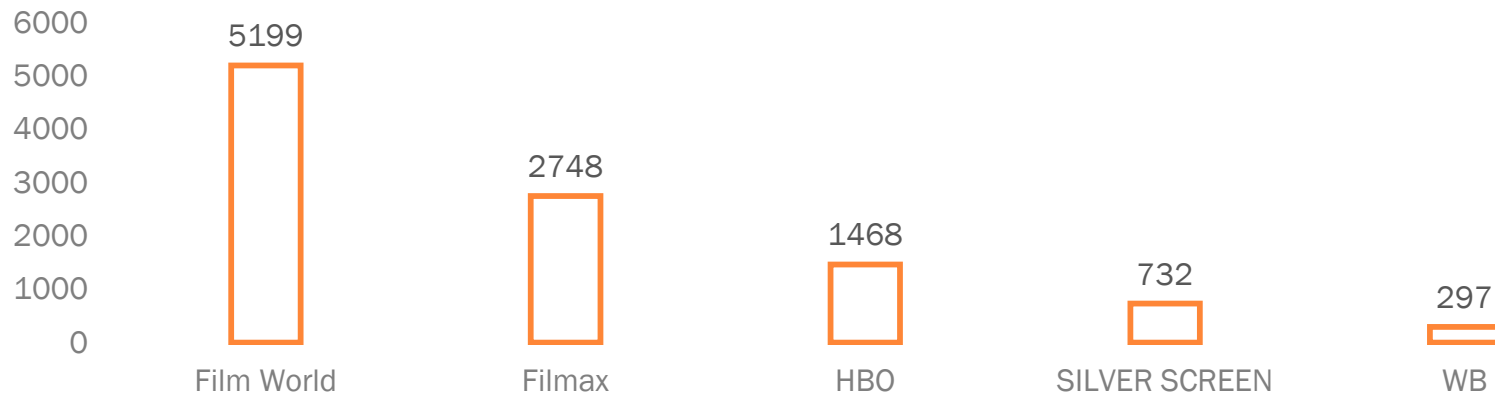


MOVIE CHANNELS | CAT COMPARISON

Relative Share

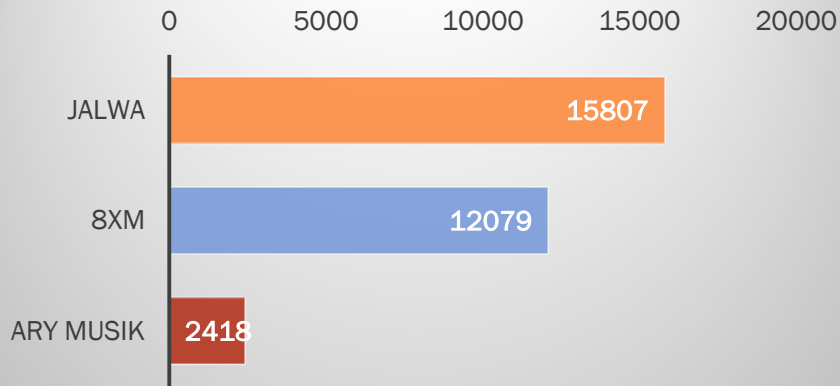


CAT (Minutes)

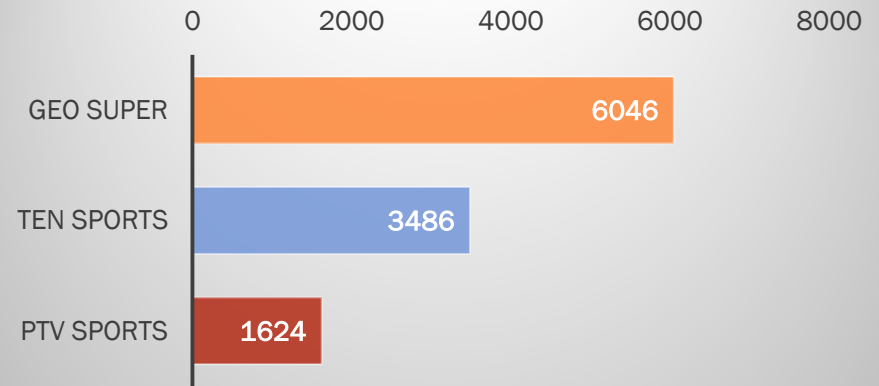


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

Music | CAT (Minutes)



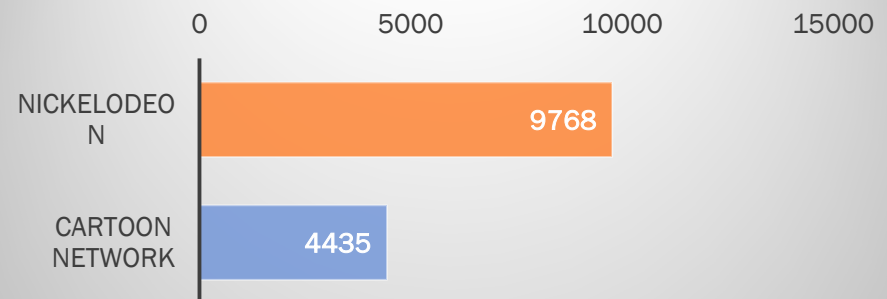
Sports | CAT (Minutes)



Food | CAT (Minutes)



Kids | CAT (Minutes)



Thank You-----😊